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1934



When you study a catalog you want facts and not fancies. It's time you had a real picture of real Pansies and not a painter's dream. We therefore present our four-color photograph of Mastodon Pansies selected from our seed fields by our photographic expert, actual size.

As Pansy specialists for over forty years, we ask you to accept our assurance that all our statements about our Pansies are also facts. Come and see for yourself.

Steele's Pansy Gardens

E. J. STEELE, Manager

M. I. STEELE, Secretary

E. J. STEELE, Jr.,
Production Manager

DONALD STEELE,
Supt. Test Gardens

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

Since 1893

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

Air Mail Orders from Atlantic States Reach Us in 27 Hours.

On Air Mail Orders Add 8 cents per oz.



E. J. STEELE

Our 1934 Novelty

READY JULY 1, 1934

Steele's Mastodon Super Maple Leaf Mixed is a dandy strain of big Pansies. Okeh in form and substance. Heretofore known as a foreign variety, it will be improved to suit the American trade with a far wider range of rainbow colors. If you try it you'll like it. Yes, it's different—not like Jumbo Mixed which is the grandest strain of all time.

If you grow Jumbo, Maple Leaf, and our Super Swiss "400" Mixed, you will have your heart's desire in superb Pansies.

Happy days are near at hand; hard work, and straight thinking will put us all out in front where we belong, and where we intend to stay.

What do you say? Are you going along with us? Our slogan—Better Pansies for the coming year.

PLEASE!

Greenhouse Special mixed is a typical market strain, O. K. outside. We have dolled it up with some swell new types and have therefore changed its name to Steele's "Aces Mixed" and it's just that—exactly.

Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after muslin or light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of muslin to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 85 to 100 square feet to sow an ounce of seed broadcast.

Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

LEST YOU FORGET

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

E. J. Steele
Manager

One of "Bud's" Mastodons



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STEELE'S PANSY GARDENS

POWELL BLVD. AT S. E. 42ND AVENUE

PORLTAND, OREGON, U. S. A.

DID YOU GIVE YOUR NAME AND ADDRESS?



FOR ORDERS ONLY



STEELE'S PANSY GARDENS

PORLAND, OREGON, U. S. A.

HOWDY, FOLKS!

The Time is early summer.

The Place, Mr. Steele's ranch.

The Occasion. It's the pansy harvest parade.

We stand beside the new Pacific Super-highway that bisects the ranch, looking east. To the left is the "big field" stretching far across the little valley to the big hills beyond. Near to us is a wide ribbon of meadow for a screen, and then another field of pansies, and then another ribbon of meadow and another field of pansies.

What a blaze of glory and a panorama of nature's splendor that paradise never equalled and never saw! Hundreds of thousands of blooms of every color of the rainbow, and every year in every way they are getting better and better.

Who are we? We are the seed pickers. We are mostly housewives and neighbors. The most of us have been coming back for years past. We have a nice large community building, constructed for our convenience.

Twelve is a normal crew of pickers, but we have had as high as twenty on the payroll. And the harvest lasts from early summer whenever the bumble bees have come before us to pollinate the flowers, and until early fall. It's a strange truth, but without the bumble bees for pollination there would be no happy days or payrolls at Mr. Steele's ranch.

THE HARVEST

Each picker takes into the field with her a No. 2 splint basket and a thin muslin sugar sack with a colored key tag patterned to identify the variety that is ready to pick, thus avoiding the danger of mixing the seed. At the close of the day it is my duty to see that the day's picking is put into sacks described above, a basket to a sack, properly tagged with date of picking. Then it is ready for curing.

What wonderful plants these seed bearers are! The broad leaf, dark green foliage, the huge blooms, ripe seed, green seed, and blossoms all summer long. The fields in charge of "Junior" Steele, every plant is as spick and span as a drum major; not a weed, not a "weak sister" plant. Not a pest, not a disease of any kind, some of them with as many as 100 blooms—can you imagine it? Globe trotters say in all the world no pansies like these!

Right here I must mention the trial gardens under the supervision of Donald ("Bud") Steele. Here are to be found hundreds of plants, some of them three feet in diameter—a solid mass of blooms covering the entire plant with a blaze of color. Every plant is a selected specimen and you may well say the seed selected in these gardens is priceless. It is used for growing the planting stock for the seed fields of the following year. In a special secluded spot was a bed of Jumbo plants last summer and every plant that went into this bed bore a flower measuring *four or more inches* in diameter! And all field grown at that.

It is part of my special duties to assist Bud in picking his selections in the trial gardens. It is also another duty of mine to select the seed for separate colors, which must be taken from specimen plants and requires going over each garden several times to get as little as an ounce, as all plants in Steele's Pansy Gardens are grown from seed stock from plants that show high merit in size, color, form, and substance and true to type.

The marvelous germinating quality of Mastodon pansies is partly because of perfect climatic conditions in Oregon; warm, sunny weather with no showers to damage the ripening seed on the plants; no intense heat to cause premature development before the seed has attained perfection in its germinating powers.

I hope that E. J. Steele, Jr., will tell you later, how, during a period of over three weeks he cures this seed so perfectly that 75% shells itself.

I must tell you how courteous and well behaved our pickers are. None of us thinks she could manage the business of the Gardens any better than the Chief does. None of us complain that "there are too darned many straw bosses around here!" None of us ever get the idea we have nothing more to learn in this world. None of us ever think that we are picking green seed or that we are failing to find all the ripe seed.

None of us talk loudly or too much. None of us ever mention our own family troubles. Nobody brings the latest news about the neighbors affairs. Even the young unmarried ladies do not tell us the names of their boy friends and because of our genteel manners you can readily see that we pick a lot of seed in an eight-hour day.

I am sure that I can speak for every woman on our harvesting staff when I say that we all enjoy our work and count the days until the new crop comes in. Always before the harvest ends we have a grand picnic, including the entire ranch and office staff. And we wish that all of you who love the pansy could also be with us. Come and see us "some time".

Mrs. A.A. Rands

*Does Mrs. Rands know her job?
I'll say she does.—E. J. S.*

STEELE'S PANSY GARDENS

WINTER FLOWERING SWEET PEAS

BALL'S ORANGE—A magnificent flower of a glistening orange color. long stemmed. Price: oz. 50c; 4 oz. \$1.50; 8 oz. \$2.75; lb. \$5.00.

SUNRAY—A glowing soft cerise on cream ground. Price: oz. 50c; 4 oz. \$1.50; 8 oz. \$2.75; lb. \$5.00.

GIANT ROSE—Rose-pink. A heavy producer and one of the best bread and butter varieties. Price: oz. 50c; 4 oz. \$1.50; 8 oz. \$2.75; lb. \$5.00.

SPRING SONG—A beautiful large rich salmon pink Price: oz. 50c; 4 oz. \$1.50; 8 oz. \$2.75; lb. \$5.00.

WHITE HARMONY—Strong growing black seeded white. Germinates easily and stems are long, flowers large, and of exquisite form. Price: oz. 50c; 4 oz. \$1.50; 8 oz. \$2.75; lb. \$5.00.

LAVENDER HARMONY—Finest lavender, strong growing and free flowering. Price: oz. 40c; 4 oz. \$1.25; 8 oz. \$2.25; lb. \$4.00.

VULCAN—Bright scarlet blooms which do not burn even in strongest sunlight Price: oz. 40c; 4 oz. \$1.25; 8 oz. \$2.25; lb. \$4.00.

GLITTERS—One of the finest of its color, cerise with orange cast. Price: oz. 40c; 4 oz. \$1.25; 8 oz. \$2.25; lb. \$4.00.



Giant Rose—1/3 Natural Size



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

RUFFLED MONSTER TYPE (Single)

No.	Average about 90% true	Tr. Pkt.
1. PINK	Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
5. RED WITH BLACK CENTER50
7. RED and WHITE variegated. Immense size. Large yellow center50	
11. DIENER'S ELK'S PURPLE	Very fine50
19. GIANT PINK GLORY	This is one of the varieties which attracts the attention of customers immediately. Very large50
20. MAUVE	Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant50

OTHER VARIETIES OF SMALLER SIZE (Single)

No.	Tr. Pkt.
30. THEODOSIA	Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding

DOUBLE PETUNIA TYPES

38. DOUBLE RUFFLED MONSTERS MIXED	— Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%.....	1.00
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• One packet each of 8 varieties—Price \$4.00 •

Steele's Pansy Gardens

PORLAND, OREGON, U. S. A.

Wholesale Prices Net

1934 Crop

EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE
"STEELE'S MASTODON."

Jumbo Mixed—Earliest of all. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to $4\frac{1}{4}$ inches in diameter! In all our 41 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$40.00.

Super Maple Leaf Mixed (1934 Novelty)—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Same price as Jumbo. See page 2.

Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Very large. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.25; oz. \$8.00; 2 oz. \$15.00

Super Swiss "400" Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.25; oz. \$8.00; 2 oz. \$15.00.

Miracle Mixed—Finest types of our strains, latest novelties. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Masterpiece Mixed—Long stems. For cut flowers. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 4 oz. \$31.00.

"Aces" Mixed (Greenhouse Special)—Fine Market strain. Price: 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.00; 2 oz. \$9.00; 3 oz. \$13.50; 4 oz. \$17.50.

Golden Gate—A monster Golden Yellow. Dark center

Vulcano—Burgundy red, long stems.

Mlle. Irene—A henna red type, new to pansies.

Isabelle—A ruffled bronze and yellow.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Parisian Yellow—A pure yellow.

Improved Aurora (New)—Rose and red shades.

Bronze—Very large. Many shades.

Improved Beaconsfield—A fine bluish purple with a distinct lavender tinge.

White (dark center)—Very large.

Adonis—Light blue and lavender shades.

Black—Nearly all jet black.

Grand Duke Michel—The largest all-white pansy.

The price of each of the ten varieties named above is 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.

On Air Mail Orders add 8 cents per oz.

We do not offer seed packets of a size smaller than those listed above

**OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE NOT
RESPONSIBLE FOR THE CROP.**